

Jessica Giannone

Jessica.M.Giannone@gmail.com

EXPERIENCE

Coauthor/Editor: *This Is Why I D.A.N.C.E.* (self-empowerment memoir cowritten with Riccio Pick-Me-Ups founder Amara Riccio), which was #1 on Amazon's New Releases in Creativity/Self-Help

Editor: *Penny Publications* (North America's leading puzzle and fiction magazine publisher), Norwalk, CT (April 2022 – present)

- Conducts AI testing and integration within editorial workflows, enhancing blurb writing and puzzle creation while collaborating on AI-driven content strategies to improve efficiency
- In addition to the previous duties as Associate Editor, currently reviews additional puzzle manuscripts from the Word Seek department, collaborates with new editors, and writes blurbs for select puzzle books

Associate Editor: *Penny Publications*, Norwalk, CT (July 2013 – March 2022)

- Produces all content for 10 – 15 books per year in the Word Seek department, generating topics, layout and puzzle list entries, researching and producing source material for editing and proofreading, generating/editing puzzles, selecting/coordinating cover and page art
- Edits, constructs, proofreads and test-solves select variety puzzles within and outside of assigned books, writes and copy edits abstracts, coordinates with multiple departments for acquisition, art, typesetting and final production
- Produced material for the highly rated digital Daily POP Word Search app for iOS and Android users, researching pop culture trends and editing puzzles/blurbs
- Edited the high-selling "Spotlight Remember When Word Seek: The Beatles & Friends" and "Spotlight Remember When Word Seek: Elvis Presley & Friends"
- Independently created and produced new puzzle form, "Mystery Melody," for permanent use in select puzzle book themes, as well as provided title themes for two new puzzle books
- Collaborated on promotional event kit in partnership with Barnes & Noble to market National Puzzle Day, contributing material and running event
- Worked on specially selected marketing team to brainstorm for promotional game product

Writer: *New Haven Biz* (December 2018 – March 2020)

- Covered news and business articles, conducted interviews, shot photos

Producer/Writer/Editor: digital marketing campaign for the *Connecticut Daylily Society* (April 2018 – July 2019)

- Coordinated and conducted interviews and photo/video shoots, photographed and filmed subjects, wrote video scripts

Producer/Host/Performer: *The Jess and Ian Show*, New Haven, CT (January 2015 – November 2015)

- Produced and performed in weekly live sketch comedy/variety show, coordinating talent acts, choreography, schedule and format, and singing/acting in varying skits and videos
- Shot, directed, edited and promoted scripted videos/skits for exposure on social media
- Produced podcast series on PPRN Radio

Staff Writer: *New Haven magazine* and *Business New Haven: Second Wind Media Ltd.*, New Haven, CT (December 2011 – December 2014)

- Wrote feature and news articles, shot photos, conducted interviews, generated story ideas
- Acquired array of contacts in various industries

Media Asset Services Archive Representative: *A+E Networks*, Stamford, CT (May 2013 – July 2013)

- Streamlined new system for organizing media assets (episode footage, promos, etc.) to result in quicker response rate, and took initiative to keep track of input records outside of archive department
- Researched and serviced client asset requests in support of the production/broadcast/promotion of programs across all platforms, communicating with producers, coordinating TV series footage delivery, and working with an international database program to add and update incoming asset information

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Editorial Intern: *Ito1 Media*, Stamford, CT (September 2012 – December 2012)

- Was solely responsible for production, writing and online posting of promotional book excerpts, communicating with publicists and organizing publishing schedule
- Wrote and produced weekly news roundups (tech, marketing, business)
- Assisted with video editing and production, article postings, SEO/search engine optimization, image editing, daily editorial tasks
- Clients/coverage: business marketing specialists, authors, customer experience strategists

Editorial Intern: *Guest of a Guest*, New York, NY (September 2012 – November 2012)

- Compiled posts for website generating ideas, headlines, writing, images
- Shot and edited photos while attending events, assisted with social media promotion

Researcher: *Book of Lists Connecticut: Second Wind Media Ltd.* (March 2012 – August 2012)

- Gathered, surveyed and interviewed, as well as independently researched information about specific businesses and organizations, communicating with varied businesses on a daily basis

Web Editor/Assistant to Publisher: *Second Wind Media Ltd.* (January 2012 – August 2012)

- Pulled/strategized publication content to company website, copy edited print and online media
- Wrote promotional material for events and online posts, assisted with publication events

Intern: *New Haven magazine: Second Wind Media Ltd.* (May 2011 – September 2011)

- Wrote multiple feature/leisure articles, shot photos, conducted interviews, produced story ideas
- Copy edited, fact-checked, proofread

Opinions Editor: *Southern News*, Southern Connecticut State University, New Haven, CT (August 2011 – May 2012)

- Developed content and design of section; responsible for columns, layout, headlines, photographs
- Wrote and edited columns weekly, assigned and edited columns of staff writers, managed team of editorial contributors, ran dating advice column

Columnist: *Southern News* (January 2009 – May 2012)

- Wrote a minimum of two articles weekly

General Assignment Reporter: *Southern News* (January 2011 – May 2011)

- Wrote a minimum of two news and feature stories weekly

EDUCATION

Southern Connecticut State University

Bachelor of Science in Journalism (Fall 2008 – Fall 2012)

Minor: Psychology

GPA: 3.6, Cum Laude, Honor Roll/Dean's List (2009 – 2012)

Attended: The 27th and 28th Annual Associated Collegiate Press National Journalism Conventions (Los Angeles + Seattle)

HONORS

- Judge for the Society of Professional Journalists Green Eyeshade Awards (2014)
- Connecticut Society of Professional Journalists College Journalism Award: Opinion Column (2011)

SKILLS

- Adobe CC (InDesign, Photoshop, Acrobat), Microsoft Office (Word, Excel, PowerPoint, Outlook), WordPress, Wix, Weebly, Canva, Calibre, KDP/Kindle Create, DOS, Soundtrack Pro, Final Cut Pro, FileMaker Pro, iMovie, Windows Live Movie Maker, FileLab, VodBurner, CMS/content management systems, basic HTML, basic web design, AP style, MLA style, APA style, Chicago Manual, copy writing, flier design, photography, blogging, social media, ghostwriting, editing/proofreading of academic essays, short stories, fiction, poetry, performing

MISCELLANEOUS

- Board Trustee for Riccio Pick-Me-Ups nonprofit
- Member, Southern Connecticut State University: Best Buddies, Psychology & Philosophy Clubs, SPJ